



Call options Sportamore AB (publ)

On August 5, 2019, Sportamore AB (publ) was informed that the Chairman of the Board, Jan Friedman, via his company on market terms, has issued 25,000 call options on existing shares to CEO Johan Ryding. There is no dilution of the number of shares.

For more information, visit www.sportamore.se or contact:

Johan Ryding, CEO

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About Sportamore

Sportamore AB (publ) is the Nordic region's leading and fastest growing technology company that sells sport-related products online. In 2018, the Group had sales of SEK 947 million. In May 2015, Sportamore was listed on NASDAQ Stockholm, and has won prizes for the Year's Online Store, E-Commerce of the Year, and won the award as the Customer Service of the Year. In 2018, Sportamore and Sportamore Outlet had over 54 million visitors. Sportamore sells over 30,000 products from around 300 different brands representing more than 30 different sports. Sportamore always has focused on an attractive customer offering through free shipping, free returns, 30-day purchase and price guarantee.

For more information please visit www.sportamore.se